

What is claimed is:

1. A computer-implemented method for providing a targeted message to a user, comprising the steps of:

receiving a targeted message and an associated target profile;

comparing said target profile to stored user profiles;

associating matching user profiles with said targeted message;

comparing an accessing user to said matching user profiles; and,

if a match between said accessing user and said matching user profiles is found, providing said targeted message to said accessing user.

2. The method of claim 1 further comprising the steps of:

providing a target profile tree; and

building said target profile using said target profile tree in response to specifications associated with said received targeted message.

3. The method of claim 2 wherein said target profile tree is a tree of web pages.

4. The method of claim 2 wherein the step of building a target profile comprises stepping through said target profile tree, each step in response to input from a user.

5. The method of claim 1 further comprising the step of reporting a count of user profiles matching said target profile.

6. The method of claim 1 further comprising the steps of:
recomparing periodically said target profile with said stored user profiles; and
associating matching user profiles found in said recomparing step with said targeted message.

7. The method of claim 1 wherein said step of associating further comprises storing said user profiles with said targeted message in a database record.

8. The method of claim 1 wherein said step of associating further comprises creating links from said user profiles to said targeted message.

9. A system to provide a targeted message to a user having a user profile, comprising:

a target profile builder to build a target profile in response to a received targeted message;
a user profile repository to store user profiles;
a search system to search said user profile repository for matches to said target profile; and

a targeted message repository to store the targeted message and associations to matching user profiles, said targeted message repository to be search with said search system in response to access of the system by a user

whereby the targeted message is provided to said user if a match in said targeted message repository is found.

10. The system of claim 9 wherein said targeted message repository further comprises at least one database record to store said targeted message and said matching user profiles.

11. The system of claim 9 wherein said targeted message repository further comprises at least one database record to store said targeted message and links to said matching user profiles.